



Michael Page

www.michaelpage.co.jp

## Integrated Marketing Specialist - B2B Electronics - Up to 9M

### Integrated Marketing Specialist - B2B 9M

#### Job Information

##### Recruiter

Michael Page

##### Job ID

1503724

##### Industry

Automobile and Parts

##### Job Type

Permanent Full-time

##### Location

Tokyo - 23 Wards

##### Salary

6 million yen ~ 9 million yen

##### Refreshed

November 18th, 2024 16:57

#### General Requirements

##### Career Level

Mid Career

##### Minimum English Level

Business Level

##### Minimum Japanese Level

Fluent

##### Minimum Education Level

Bachelor's Degree

##### Visa Status

No permission to work in Japan required

#### Job Description

he role involves planning and executing all marketing and communications activities across Japan and Korea, ensuring alignment with the global strategy. The manager will lead integrated marketing campaigns, events, and communications for a renowned industrial B2B company.

#### Client Details

The client is a leader in the industrial automotive sector, known for its innovation and global presence. They offer a collaborative work environment with opportunities for personal growth, cutting-edge marketing projects, and regional leadership responsibilities.

#### Description

- Develop and execute an annual marketing plan for Japan and Korea, aligned with global strategies.
- Coordinate and manage events, including trade shows and customer-focused Tech Days, with measurable KPIs.
- Create marketing assets in Japanese and English for print and digital platforms.
- Lead external communications, including press conferences and media relations.
- Handle vendor management, budget tracking, and expense reporting.
- Plan and execute internal communications aligned with business priorities.

**Job Offer**

- Flexible work schedule with core hours from 11:30 to 13:30.
- Annual salary increases, bi-annual bonuses, and overtime pay (where applicable).
- Health insurance, retirement savings plans, meal and transportation allowances.
- Access to company facilities, scholarships, and various leave options (including maternity/paternity leave).

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Tin Le on +813 6832 8941.

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**Required Skills**

- 3+ years of experience in marketing, with proven success in campaigns and communications.
  - Expertise in digital media, advertising, PR, and event management.
  - Strong communication skills in both Japanese and English.
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**Company Description**

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